

Agenda for Agent Seminars
May 15 (Warner Center Marriott, Woodland Hills)
May 22 (Holiday Inn NorthEast, Sacramento)



8:00 a.m. Registration and Continental Breakfast

9:00 a.m. Welcome and Introduction

Sandra Pierce Miller, Director, California Partnership for Long-Term Care

9:15 a.m. Governmental Role in Consumer Education

A review of the Partnership's consumer education and outreach efforts.

9:40 a.m. Medi-Cal Asset Protection: What Makes the Partnership Unique

A discussion of Medi-Cal eligibility and estate recovery. Case studies will also be provided that include how "share of cost" can be used to help people remain in Residential Care Facilities and the relationship between lifetime coverage and asset protection.

10:20 a.m. Break

10:35 a.m. Care Management: The Unknown Benefit

An explanation of the roles of the care manager and insurer in the care management process. Learn how care management helps people stay at home and maximize the value of the policy benefits.

11:15 a.m. SB870 and Residential Care Facilities for the Elderly

What are the costs? Are benefits offered sufficient to cover a private room?

11:55 a.m. Hosted Sit-Down Lunch

12:55 p.m. Partnership Web Site Review

A guided tour through the Partnership's Web site.

1:35 p.m. Understanding the Consumer

Hear how adult children of seniors view their parents' long-term care. Learn how members of this secondary market can be both a purchaser of long-term care insurance and influence their parents' decision to buy insurance.

2:15 p.m. Closing Remarks

2:20 p.m. Break

2:35 p.m. Top Producers Roundtable

Learn what sales techniques have been most successful for other LTC insurance specialists.

4:20 p.m. Closing Remarks

There will be a 10-minute question-and-answer period at the end of each presentation